



University of Pretoria Yearbook 2016

Agricultural economics 220 (LEK 220)

Qualification	Undergraduate
Faculty	Faculty of Natural and Agricultural Sciences
Module credits	12.00
Programmes	BCom Agribusiness Management BCom Statistics BScAgric Agricultural Economics: Agribusiness Management BScAgric Food Science and Technology BScAgric Option: Applied Plant and Soil Sciences BScAgric Plant Pathology
Service modules	Faculty of Economic and Management Sciences
Prerequisites	[LEK 210] or [EKN 113 and/or EKN 120]
Contact time	3 lectures per week
Language of tuition	Double Medium
Academic organisation	Agric Econ, Ext + Rural Dev
Period of presentation	Semester 2

Module content

The agribusiness system; the unique characteristics of agricultural products; marketing functions and costs; market structure; historical evolution of agricultural marketing in South Africa. Marketing environment and price analysis in agriculture: Introduction to supply and demand analysis.

Marketing plan and strategies for agricultural commodities; market analysis; product management; distribution channels for agricultural commodities, the agricultural supply chain, the agricultural futures market.

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